MERIT JANUARY RETAIL PROMOTION

- On Pack/On Carton: Buy Merit, receive free lighter and an offer for ~~crystal~~ porcelain/ceramic ashtray bounceback
- Jan 1994 to Feb 1994
- Postage & Handling Cost to consumer
- Circulation: 2,217,330
- Premium: Crystal Ashtray with ~~40~~ 10 pk UPCs

* Historically, premium brand offers (using retail method) with CARTON UPC and cash requirements have generated an average response of 2.77% (based on 11 observations). This translates to 1.39% (conversion factor based on previous models developed by MSA) if pack UPCs were required instead.

* Premium brand programs with 40 pk UPC and cash requirements performed as follows:

PROGRAM (DROP DATE)	#PREMIUM	MEDIA	#UPCS	$(CASH/P&H)	RESPONSE
- Parliament Getaway Bag (8/1/92)	1	On carton	40 pk	$3.25	2.70%
- Virginia Slims Hip Pack (11/16/92)	1	On pack	40 pk	$3.50	0.21%

* Premium brand programs with similar items/UPC requirements but no cash requirements performed as follows:

PROGRAM (DROP DATE)	#PREMIUM	MEDIA	#UPCS	$(CASH/P&H)	RESPONSE
- B&H Wine Set (2/1/91)	1	On pack	40 pk	none	1.76%
- Next Collection (9/1/90)	5 - ashtray	On carton	30 pk or 3 cartons	none	0.23%
- Next Collection (9/1/90)	5 - ashtray	On pack	30 pk or 3 cartons	none	0.28%

* Merit programs with similar UPC requirements performed as follows:

PROGRAM (DROP DATE)	#PREMIUM	MEDIA	#UPCS	$(CASH/P&H)	RESPONSE	CONVERT TO PACK RESPONSE
- Thermos Cooler (4/1/92)	4 - cooler	On carton	4 cartons	$3.25	2.20%	1.10% (40 pk)
- Thermos Cooler (4/1/92)	4 - cooler	On carton	4 cartons	$3.25	1.00%	0.50% (40 pk)
- Emergency Car Kit (9/1/91)	1	On carton	5 cartons	$5.00	6.33%	3.17% (50 pk)
- Blue Chip Collection (9/1/90)	3 - travel kit	On carton	5 cartons	none	1.39%	0.70% (50 pk)
	- wallet		3 cartons	none	1.80%	0.90% (30 pk)

* Based on these information, the estimated reponse rate for this program is 1% - 3%.

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Source: https://www.industrydocuments.ucsf.edu/docs/kygj0004